EXHIBIT 57

Excerpts of Deposition of Carlos Silva

UNITED STATES DISTRICT COURT

DISTRICT OF NEVADA

CUNG LE; NATHAN QUARRY, JON)
FITCH, on behalf of)
themselves and all others)
similarly situated,)

Plaintiffs,)
vs.) Case No. 2:15-cv-01045-RFB-(PAL)

ZUFFA, LLC, d/b/a Ultimate)
Fighting Championship and)
UFC,)

Defendant.)

HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY
VIDEOTAPED DEPOSITION OF CARLOS SILVA

Las Vegas, Nevada
April 18, 2017
9:16 a.m.

REPORTED BY:
CYNTHIA K. DURIVAGE, CSR #451
Job No. 49524

	110		112
1	least one.	1	THE WITNESS: I don't know that I don't
2	Q. Would you say that a large segment of the	2	know that I would say that.
3	consuming audience views the UFC as synonymous with	3	I think that the industry refers to the
4	MMA?	4	companies as promotions.
5	MR. SKAGGS: Form, foundation, calls for	5	BY MR. MAYSEY:
6	speculation.	6	Q. What is a league to you?
7	THE WITNESS: No.	7	MR. SKAGGS: Form.
8	BY MR. MAYSEY:	8	THE WITNESS: An organization that runs a
9	Q. Do you think the public views other MMA	9	sport.
10	promotions other than the UFC as minor league?	10	BY MR. MAYSEY:
11	A. No.	11	Q. Major League Baseball, is that an example?
12	Q. You've never heard Dana White refer to all	12	A. Good example.
13	other promotions as minor league?	13	Q. And does Major League Baseball have 32
14	MR. SKAGGS: Form.	14	member teams forming together to form a league?
15	THE WITNESS: I haven't.	15	A. As far as I know. I think it's 32.
16	BY MR. MAYSEY:	16	Q. Would you call the UFC dominant in the MMA
17	Q. To your knowledge, is the UFC willing to	17	market?
18	co-promote events?	18	A. I would.
19	A. I've never asked, so I wouldn't know.	19	MR. SKAGGS: Calls for a legal conclusion.
20	Q. How come you've never asked?	20	BY MR. MAYSEY:
21	A. No reason to.	21	Q. Does the UFC's dominance in the MMA market
22	Q. Is it because you know they won't?	22	make it more difficult for the World Series Of
23	A. No.	23	Fighting to attract talent?
24	MR. COUVILLIER: Objection, argumentative.	24	A. No.
25	THE WITNESS: I've never asked, so I don't	25	Q. Does the UFC's MMA dominance make it more
	111		113
1	know the answer.	1	difficult for the World Series Of Fighting to attract
2	BY MR. MAYSEY:	2	sponsors?
3	Q. Would that help you put together higher	3	A. No. In fact, just the opposite.
4	profile matches if your top fighters could fight	4	Q. Their dominance makes it easier for you to
5	against top UFC fighters?	5	get sponsors?
6	MR. SKAGGS: Form, foundation.	6	A. Um-hmm.
7	THE WITNESS: Yeah, UFC fighters fight UFC	7	Q. In which way?
8	fighters, Bellator fighters fight Bellator fighters	8	A. The sport's bigger, more people know about
9	and World Series Of Fighting fighters fight World	9	MMA, more people want to play. You know, if the tide
10	Series Of Fighting fighters.	10	rises, all the boats rise with it.
11	BY MR. MAYSEY:	11	Q. Is that true of the Arena Football League?
12	Q. Except World Series Of Fighting fighters	12	A. I don't understand the question
13	you've admitted World Series Of Fighting will	13	MR. SKAGGS: Form and foundation.
14	co-promote?	14	THE WITNESS: or the context.
15	A. Correct, but you've made a false	15	BY MR. MAYSEY:
16	assumption.	16	Q. So as the NFL gets bigger and bigger, is
17	Q. Which is?	17	the Arena Football League's tide rising or the
18	A. That the co-promote were across leagues.	18	Canadian Football League's?
19	The co-promote were undercards and main cards.	19	A. I have no idea. I'm not in the football
20	Q. What is a league?	20	business.
21	A. A promotion. Sorry. I should have said	21	Q. Are you aware that the UFC acquired the
22	promotion.	22	World Fighting Alliance
23	Q. So is it fair to say, MMA promotions are	23	MR. SKAGGS: Foundation.
24	not leagues?	24	BY MR. MAYSEY:
25	MR. SKAGGS: Vague.	25	Q WFA?

	114		116
1	A. I was not. When was that?	1	BY MR. MAYSEY:
2	Q. I believe it was 2006.	2	Q. You can answer.
3	A. Okay.	3	A. The UFC is the oldest, they've been around
4	O. You were not aware of that?	4	the longest, and as I said earlier in my testimony,
5	A. No.	5	they have the most awareness as an MMA promotion, and
6	Q. Have you heard of a promotion called World	6	that's because they have most of the most of the
7	Extreme Cagefighting or WEC?	7	top fighters.
8	A. I have.	8	Q. I'm going to stretch your memory.
9	Q. Were you aware that the UFC acquired the	9	Do you remember a correspondent named
10	WEC?	10	Tim Thompson who was reporting for MMANews.Com?
11	A. I am aware of that.	11	A. No.
12	Q. Have you heard of a promotion called Pride	12	Q. Really?
13	Fighting Championships?	13	A. Sorry, no, don't know Tim.
14	A. Absolutely.	14	Q. I'm going to play a clip for you, and then,
15	Q. Were you aware that the UFC acquired Pride	15	I'll ask you about it
16	Fighting Championships?	16	A. Sure.
17	MR. SKAGGS: Form, foundation.	17	Q after it's
18	THE WITNESS: I am aware of that.	18	A. Is this the clips we heard earlier?
19	BY MR, MAYSEY:	19	Q. Yes.
20	Q. Do you recall a promotion called Affliction	20	A. Sounds good.
21	MMA?	21	When did I talk to Tim?
22	A. I do.	22	Q. June of 2016, according to the published
23	Q. Were you aware that the UFC acquired assets	23	report.
24	from Affliction MMA?	24	A. Okay. Sounds good.
25	MR. SKAGGS: Foundation.	25	MR. WIDNELL: Are you designating this with
	115		117
1	THE WITNESS: I believe so. I believe I	1	an exhibit number?
2	knew that.	2	MR. MAYSEY: Yes. Can you designate this
3	BY MR. MAYSEY:	3	clip as the next exhibit.
4	Q. Have you heard of a promotion called	4	MR. SKAGGS: 18, I believe.
5	Strikeforce?	5	MR. MAYSEY: Yes, which I believe is
6	A. Um-hmm.	6	Exhibit 18.
7	Q. Were you aware that the UFC acquired	7	MR. SKAGGS: Who was the correspondent,
8	Strikeforce?	8	Rob?
9	A. I'm aware.	9	MR. MAYSEY: Tim Thompson.
10	MR. SKAGGS: Foundation.	10	MR. COUVILLIER: Was he associated with a
11	BY MR. MAYSEY:	11	media outlet?
12	Q. Following those acquisitions, in your	12	MR. MAYSEY: Yeah, MMANews.Com.
13	opinion, did the UFC now control the vast majority of	13	MR. SKAGGS: What was the date again?
14	top tier fighters?	14	Sorry.
15	MR. SKAGGS: Form, foundation. Vague.	15	MR. MAYSEY: I don't know if the link says
16	THE WITNESS: I would say that the UFC has	16	the exact date. It was June 2016.
17	the most top tier fighters. I would not say that	17	THE WITNESS: Let's hear what I had to say.
18	it's because they acquired those organizations.	18	MS. NORDQUIST: June 30th.
19	I can't make I can't make that I	19	MR. MAYSEY: It's June 30th.
20	can't make that judgment.	20	MR. COUVILLIER: Give me a second after
21	BY MR. MAYSEY:	21	it's playing.
22	Q. But you do think they have the majority of	22	THE VIDEOGRAPHER: Mr. Maysey?
23	top tier fighters?	23	MR. MAYSEY: Yes.
24	MR. SKAGGS: Misstates the testimony.	24	THE VIDEOGRAPHER: Would you mind moving
25		25	your microphone closer to the laptop.

30 (Pages 114 to 117)

	170		172
1	MR. SKAGGS: Vague.	1	scratch that.
2	THE WITNESS: I'm sorry. You have to	2	Is it easier to grow and create well-known
3	repeat the question.	3	fighters or retain fighters who are already
4	BY MR. MAYSEY:	4	well-known?
5	Q. Yeah. Do you think it helps a fighter	5	A. I think it's a mix of all.
6	become well-known amongst the general public by	6	Q. What criteria does the World Series Of
7	winning?	7	Fighting use to evaluate which fighters to sign?
8	MR. SKAGGS: Same objection.	8	A. Long list of criteria. Where they've
9	THE WITNESS: I think it's a fact I	9	fought, who they fought, have they won, have they
10	think it's a factor, yes.	10	lost, are they on a streak, are they not on a streak,
11	BY MR. MAYSEY:	11	do people know them. The list goes on and on.
12	Q. All things otherwise equal, would you say	12	Q. So are you examining fight records in
13	that when a fighter wins a bout, his value generally	13	making qualitative assessments as to who the
14	goes up, and when he loses, his value generally goes	14	opponents were?
15	down?	15	A. As one as one as one factor, yes.
16	MR. SKAGGS: Vague, form.	16	Q. So that is part of the analysis, at least?
17	THE WITNESS: I would say, generally if a	17	A. Sure.
18	fighter wins, their value goes up. I would not say	18	Q. Does the World Series Of Fighting prefer
19	that if they lose, they go down.	19	fighters to be well-known before signing them?
20	BY MR. MAYSEY:	20	A. Prefer? Can you define "prefer."
21	Q. And that's because it could have been a	21	Q. Yeah. All things being equal, is it a plus
22	spectacular fight, they just happened to lose; is	22	for that fighter to have if they're already
23	that it?	23	well-known?
24	A. Correct.	24	A. Yes. It can be a plus.
25	Q. Now, if I change the question to say the	25	Q. Do fighters need to have competed in
	171		173
1	fight was spectacular, will the fighter benefit more	1	professional mixed martial arts before the World
2	had they won the spectacular fight?	2	Series Of Fighting is interested in signing them?
3	A. Maybe.	3	A. Yes.
4	MR. SKAGGS: Vague.	4	Q. Do they need to demonstrate a track record
5	BY MR. MAYSEY:	5	of success in competition or of attracting live
6	Q. Is it important for World Series Of	6	audience?
7	Fighting to retain well-known fighters?	7	MR. SKAGGS: Form.
8	MR. SKAGGS: Vague.	8	THE WITNESS: Ask that if you could ask
9	THE WITNESS: I think that's one I think	9	that question in each part.
10	that's one factor for World Series Of Fighting, for	10	BY MR. MAYSEY:
11	our success.	11	Q. Sure. When World Series Of Fighting is
12	BY MR. MAYSEY:	12	determining whether to sign a fighter, is a
13	Q. If World Series Of Fighting is not	13	demonstrated record of success in competition
14	successful in retaining or signing well-known	14	important?
15	fighters, is it likely that it will decline in	15	A. That is a factor that we look at.
16	popularity?	16	Q. And when World Series Of Fighting is
17	A. No.	17	determining whether to sign a fighter, does it
18	MR. SKAGGS: Calls for speculation.	18	consider whether the fighter has the ability to sell
19	THE WITNESS: It's not likely.	19	tickets?
20	MR. SKAGGS: Form.	20	A. Yes.
21	BY MR. MAYSEY:	21	Q. Does the World Series Of Fighting consider
22	Q. Why not?	22	whether scratch that.
23	A. Because World Series Of Fighting also grows	23	Does the World Series Of Fighting give any
24	and creates fighters.	24	extra weight to fighters who have competed in the
25	Q. And can you grow and create faster than	25	UFC?

44 (Pages 170 to 173)

	174		176
1	MR. SKAGGS: Form.	1	Q. Would you agree that larger venues afford
2	THE WITNESS: Yes.	2	higher revenue opportunities?
3	BY MR. MAYSEY:	3	A. Not really for us. Not really for World
4	O. Why is that?	4	Series Of Fighting.
5	A. Why is that? They may have experience, may	5	Q. Why do you say that?
6	have fought for years and years. World Series Of	6	A. We're not a larger arena organization.
7	Fighting is only five years old; UFC is 20 years old,	7	We're a 5,000 arena size promotion.
8	give or take.	8	Q. So you're purposely selecting venues that
9	Q. Do you assume or does World Series Of	9	are not the largest of venues?
10	Fighting assume if a fighter has competed in the UFC,	10	A. Correct.
11	they can at least compete at the top level?	11	Q. And what factors do you consider in
12	MR. SKAGGS: Vague.	12	determining what venues you're going to select for
13			
	THE WITNESS: We don't assume that, but we	13	your events?
14	look at each fighter individually and want them to be	14	A. Fighters, costs, amenities, and TV slot and
15	able to compete at the top level.	15	time zone of the arena to match the TV slot.
16	BY MR. MAYSEY:	16	Q. Have you ever had any issues scheduling
17	Q. And is having competed in the UFC at least	17	either events or venues for events?
18	an indication you are at the top level?	18	A. Have I ever had any issues?
19	MR. SKAGGS: Vague.	19	Q. Yes. Be it there's a conflict because
20	THE WITNESS: Yes.	20	there's another MMA event or your broadcaster won't
21	MR. MAYSEY: That's it for this topic. I	21	take the show because of?
22	suggest we go off record and break for lunch	22	MR. SKAGGS: Form.
23	THE WITNESS: Sure.	23	THE WITNESS: Generally not because of an
24	MR. MAYSEY: and then come back.	24	MMA event. Generally because of Disney On Ice or the
25	THE WITNESS: Sounds good.	25	Harlem Globetrotters. That's not a joke.
	175		177
1	175 THE VIDEOGRAPHER: We're going off the	1	177 BY MR. MAYSEY:
1 2		1 2	
	THE VIDEOGRAPHER: We're going off the		BY MR. MAYSEY:
2	THE VIDEOGRAPHER: We're going off the record. The time is 1:19 p.m.	2	BY MR. MAYSEY: Q. And those programs tend to air on Saturday
2 3	THE VIDEOGRAPHER: We're going off the record. The time is 1:19 p.m. (A luncheon recess was taken at	2 3	BY MR. MAYSEY: Q. And those programs tend to air on Saturday afternoons.
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45 (Pages 174 to 177)

	178		180
1	for the third time.	1	BY MR. MAYSEY:
2	Q. So as you revisit cities, you find that	2	Q. Of that 109,000, how much will you devote
3	your audience grows?	3	towards production costs?
4	A. Sure.	4	A. Generally all of it.
5	Q. When an MMA event is televised live as	5	Q. So after production costs scratch that.
6	opposed to distributed on DVD or on tape delay, does	6	Is it accurate to say, production largely
7	that increase the cost as well, the production costs?	7	eats up the entire license fee?
8	A. World Series Of Fighting fights are only	8	A. It's accurate.
9	live on television.	9	Q. And does it matter the size of the show, or
10	Q. And for World Series Of Fighting, does	10	is that true of all the shows?
11	geographic distribution change show to show, or is it	11	A. It matters, but it's true of all the shows.
12	always the same?	12	It varies, but it's true of all the shows.
13	A. Geographic distribution, as in countries?	13	Q. And does World Series Of Fighting own the
14	Q. Countries or within North America.	14	content
15	A. No, not in North America. NBC is our	15	A. We do.
16	partner, so wherever	16	Q that's broadcast on NBC Sports?
17	Q. It's the same every show?	17	A. Yes, we do.
18	A. Wherever NBCSN and NBC can be viewed, you	18	Q. Do you feel there's an advantage to owning
19	can be a World Series Of Fighting.	19	the content?
20	Q. Does distribution change internationally	20	A. Sure. Yes.
21	show to show?	21	Q. So if NBC Sports or another broadcaster
22	A. It does. It can based on we have a	22	came to World Series Of Fighting and offered to
23	Bulgarian heavyweight, so we are now shown in	23	double the licensing fee to cover your production
24	Bulgaria.	24	costs, would you still film your own, or would you
25	Q. And they don't show every show, they	25	turn over production?
	179		181
1	show	1	MR. SKAGGS: Hypothetical.
2	A. No, they do now.	2	THE WITNESS: Hard to say. It's a bigger
3	Q. Oh, they do now?	3	deal. It's one item in a five-part deal for
4	A. They do, but they started because he became	4	distribution. It's a lever.
5	the champion.	5	BY MR. MAYSEY:
6	Q. Who pays the television production costs	6	Q. Is prior bout footage important
7	for World Series Of Fighting shows?	7	A. Can we make this the last question, then I
8	A. We do.	8	have to take a break.
9	Q. And do you hire your own cameramen and	9	Q. Sure.
10	sound people and lighting people, or are they	10	Is prior bout footage important in
11	supplied by NBC Sports?	11	promoting bouts?
11 12		11 12	promoting bouts? MR. SKAGGS: Vague.
	supplied by NBC Sports?		
12	supplied by NBC Sports? A. No. We hire them.	12	MR. SKAGGS: Vague.
12 13	supplied by NBC Sports? A. No. We hire them. Q. Does NBC Sports pay you for that cost?	12 13	MR. SKAGGS: Vague. THE WITNESS: Is prior bout footage
12 13 14	 supplied by NBC Sports? A. No. We hire them. Q. Does NBC Sports pay you for that cost? A. NBC Sports pays us a fee for each of our 	12 13 14	MR. SKAGGS: Vague. THE WITNESS: Is prior bout footage BY MR. MAYSEY:
12 13 14 15	 supplied by NBC Sports? A. No. We hire them. Q. Does NBC Sports pay you for that cost? A. NBC Sports pays us a fee for each of our shows. 	12 13 14 15	MR. SKAGGS: Vague. THE WITNESS: Is prior bout footage BY MR. MAYSEY: Q. So for example, if you had footage of John
12 13 14 15	 supplied by NBC Sports? A. No. We hire them. Q. Does NBC Sports pay you for that cost? A. NBC Sports pays us a fee for each of our shows. Q. So there's no separate fee to reimburse you 	12 13 14 15	MR. SKAGGS: Vague. THE WITNESS: Is prior bout footage BY MR. MAYSEY: Q. So for example, if you had footage of John Fitch's fight against Jake Shields, would that help
12 13 14 15 16	supplied by NBC Sports? A. No. We hire them. Q. Does NBC Sports pay you for that cost? A. NBC Sports pays us a fee for each of our shows. Q. So there's no separate fee to reimburse you for costs?	12 13 14 15 16 17	MR. SKAGGS: Vague. THE WITNESS: Is prior bout footage BY MR. MAYSEY: Q. So for example, if you had footage of John Fitch's fight against Jake Shields, would that help you promote a future John Fitch fight?
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12 13 14 15 16 17 18	supplied by NBC Sports? A. No. We hire them. Q. Does NBC Sports pay you for that cost? A. NBC Sports pays us a fee for each of our shows. Q. So there's no separate fee to reimburse you for costs? A. No. Q. And out of that, I believe you testified	12 13 14 15 16 17 18	MR. SKAGGS: Vague. THE WITNESS: Is prior bout footage BY MR. MAYSEY: Q. So for example, if you had footage of John Fitch's fight against Jake Shields, would that help you promote a future John Fitch fight? A. We own that content, so we might use it to promote a future bout, yes.
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12 13 14 15 16 17 18 19 20 21	supplied by NBC Sports? A. No. We hire them. Q. Does NBC Sports pay you for that cost? A. NBC Sports pays us a fee for each of our shows. Q. So there's no separate fee to reimburse you for costs? A. No. Q. And out of that, I believe you testified that the television licensing fee precommission is around 109,000. Do you recall that?	12 13 14 15 16 17 18 19 20 21 22	MR. SKAGGS: Vague. THE WITNESS: Is prior bout footage BY MR. MAYSEY: Q. So for example, if you had footage of John Fitch's fight against Jake Shields, would that help you promote a future John Fitch fight? A. We own that content, so we might use it to promote a future bout, yes. Q. Is it more difficult to promote a bout if you don't have any footage? MR. SKAGGS: Vague, form.

		186		188
1	A.	Less than 15 full-time staff.	1	Q. To NBC.
2	0.	And did you have any regular contractors	2	A. No, NBC pays us.
3	you us		3	Q. Do you give NBC time to advertise other
4		A couple.	4	shows that are broadcast on NBC?
5		What is the most lucrative corporate	5	A. We do. There's standard promotional cable
6		or that World Series Of Fighting has?	6	and broadcast slots.
7	_	Alienware.	7	Q. So that could be part of the benefit NBC is
8		When did that sponsorship relationship	8	receiving?
9	origin		9	A. For sure.
10	_	It was either August, September, or October	10	Q. Is Monster Energy still a corporate sponsor
11		5. I can't remember which was our first show.	11	of the World Series Of Fighting?
12	Q.	And pursuant to that sponsorship, what does	12	A. No.
13		Series Of Fighting provide Alienware?	13	Q. Were they ever at any point in time?
14		Center of the mat at times, 30-second	14	A. Not as far as I know.
15		Various other television sponsorship	15	Q. What other corporate sponsors does the
16	elemei		16	World Series Of Fighting have?
17	Ο.	When you say, "30-second units," are those	17	A. Probably in one of these decks.
18		ercials during the broadcast?	18	Alienware, Miller Lite, Kawasaki, Auto
19		They are.	19	Shopper, Ticket Galaxy, Kiswe, Fight.TV.
20		Does NBC Sports or NBC split time with	20	Q. Do you know how much per annum Alienware
21		Series Of Fighting? And by that I mean	21	A. Avion Tequila.
22		No.	22	Q. I'm sorry.
23		World Series gets to sell some spots and	23	A. Sorry.
24	they s		24	Q. Do you know how much per annum Alienware
25	-	We sell all the spots.	25	pays World Series Of Fighting?
		187		189
1	Q.	And then, do you split the revenue with	1	A. Approximately 35 \$34,000 a show.
2		Sports?	2	Q. And do they sponsor every show?
3		We have at times split revenue with them.	3	A. They have since they started because we did
4		Not all the time?	4	a long-term deal.
5	_	No. It changed last year.	5	Q. Do you know approximately how much Miller
6		What was the change?	6	pays World Series Of Fighting?
7		We stopped we stopped giving them any	7	A. Approximately \$10,000 a show.
8	revenu	ie.	8	Q. And have they likewise participated in all
9	Q.	Oh, so you get to keep it all?	9	shows?
10		They let us keep the advertising revenue,	10	A. Nope, just a few.
11	yes.		11	Q. Is it up to them what determines whether
12	Q.	How does NBC monetize your event if you're	12	they sponsor or not?
13		ng the advertising revenue?	13	A. The sales relationship, the sales
14	_	You'd have to ask NBC.	14	sponsorship contracts.
15	Q.	You don't know?	15	Q. So it's no objective formula or if you do a
16	_	I don't.	16	show here for a sponsor
17	Q.	Were you surprised you got to keep all the	17	A. Not if you're Miller Lite.
	adver	tising revenue?	18	Q. Approximately how much does Auto Shopper
18		No.	19	pay World Series Of Fighting?
18 19		110.		
	A.	Is that industry norm?	20	A. \$10,000 a show.
19	A. Q.		20 21	A. \$10,000 a show.Q. And what determines what shows they
19 20	A. Q.	Is that industry norm? Every deal is different in the sports		
19 20 21	A. Q. A. busine	Is that industry norm? Every deal is different in the sports	21	Q. And what determines what shows they
19 20 21 22	A. Q. A. busine	Is that industry norm? Every deal is different in the sports ess.	21 22	Q. And what determines what shows they sponsor?

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	190		19
1	approximately how much do they?	1	year prior, maybe even all of the years. I'd have to
2	A. \$15,000 a show.	2	check the contract.
3	Q. And what determines what shows they	3	Q. So at least from 2015 forward?
4	sponsor?	4	A. Correct.
5	A. They just joined us in New York City in the	5	Q. Have you ever approached NBC Sports abou
6	last show.	6	paying a license fee for World Series Of Fighting
7	Q. Have you seen an increase in your time with	7	prelims?
8	World Series Of Fighting in sponsorship revenue?	8	A. Have not.
9	A. Yes.	9	Q. How come?
10	Q. Some of this may be duplicative, but it	10	A. We have a deal with NBC, and you don't
11	will be brief.	11	approach your partner outside of contract. So when
12	In North America, who currently televises	12	our contract is up, we'll discuss the deal.
13	World Series Of Fighting events?	13	Q. Are you still open to negotiating with UFC
14	A. NBC Sports Network and NBC.	14	Fight Pass for the World Series Of Fighting prelim
15	Q. And approximately what does NBC Sports or	15	content?
16	NBC I'll ask them separately.	16	A. No, not really.
17	Approximately what is the license fee	17	Q. You were in negotiations with Fight Pass,
18	NBC Sports pays to World Series Of Fighting per show?	18	is that true?
19	A. Approximately a hundred thousand dollars a	19	A. That's true.
20	show.	20	Q. Do you recall if it was a deal point of the
21	Q. And is it the same fee if the show is	21	UFC's that it obtain long-term control over the
22	broadcast on NBC?	22	footage?
23	A. It is.	23	MR. SKAGGS: Form, foundation.
24	Q. Who handles television production for your	24	THE WITNESS: I don't I don't believe
25	live events?	25	where we were, but there was a they would want to
	191		
1	A. World Series Of Fighting handles it with a	1	have the footage during the term of the contract.
2	company called Tupelo Honey.	2	BY MR, MAYSEY:
3	Q. And you're paying the costs yourself?	3	Q. And at one point, did they request that the
4	A. Correct.	4	contract be a five-year term with their option to
5	Q. In your opinion, is that a cost savings for	5	renew for an additional five-year term?
6	the World Series Of Fighting as opposed to allowing	6	MR. SKAGGS: Form, foundation.
7		7	THE WITNESS: They requested a five-year
8	NBC or the broadcaster to do the production		
_	themselves?	8	term, but we did not get far enough along in the deal
9	A. It's just the deal structure. Q. If you preferred, could the deal have been	9	to understand any other terms. I rejected the
10		10	five-year term. BY MR, MAYSEY:
11	structured the other way to where you're asking them	11	
12	to do the production?	12	Q. And what was the sticking point to you in
13	A. If I preferred it, I'd have NBC pay us a	13	providing a deal of that length?
14	million dollars a show.	14	A. I've been in digital my whole career.
	Q. That could be an option?	15 16	There was no reason to do a digital deal for five
15	A CLUB AND THE STATE OF	116	years.
15 16	A. So it's just the deal structure.		0 77 111 1
15 16 17	Q. Is WME IMG your agent for obtaining	17	Q. You didn't see the value in it to you?
15 16 17 18	Q. Is WME IMG your agent for obtaining international distribution?	17 18	A. Not for the amount of money that they were
15 16 17 18 19	Q. Is WME IMG your agent for obtaining international distribution? A. They are.	17 18 19	A. Not for the amount of money that they were willing to pay.
15 16 17 18 19 20	 Q. Is WME IMG your agent for obtaining international distribution? A. They are. Q. Do you know how long they've been serving 	17 18 19 20	A. Not for the amount of money that they were willing to pay.Q. If you provided those footage rights to the
15 16 17 18 19 20 21	 Q. Is WME IMG your agent for obtaining international distribution? A. They are. Q. Do you know how long they've been serving in that capacity? 	17 18 19 20 21	 A. Not for the amount of money that they were willing to pay. Q. If you provided those footage rights to the UFC for the World Series Of Fighting prelims, do you
15 16 17 18 19 20 21	 Q. Is WME IMG your agent for obtaining international distribution? A. They are. Q. Do you know how long they've been serving in that capacity? A. I can only answer that for myself. They've 	17 18 19 20 21 22	 A. Not for the amount of money that they were willing to pay. Q. If you provided those footage rights to the UFC for the World Series Of Fighting prelims, do yo think that would impair your ability to later
15 16 17 18 19 20 21	 Q. Is WME IMG your agent for obtaining international distribution? A. They are. Q. Do you know how long they've been serving in that capacity? A. I can only answer that for myself. They've been they have been since I've been in charge. 	17 18 19 20 21	A. Not for the amount of money that they were willing to pay. Q. If you provided those footage rights to the UFC for the World Series Of Fighting prelims, do yo think that would impair your ability to later effectively complete against the UFC?
15 16 17 18 19 20 21 22	 Q. Is WME IMG your agent for obtaining international distribution? A. They are. Q. Do you know how long they've been serving in that capacity? A. I can only answer that for myself. They've 	17 18 19 20 21 22	 A. Not for the amount of money that they were willing to pay. Q. If you provided those footage rights to the UFC for the World Series Of Fighting prelims, do yo think that would impair your ability to later

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	194		196
1	BY MR, MAYSEY:	1	EXAMINATION
2	Q. Has the UFC ever provided footage to the	2	BY MR. SKAGGS:
3	World Series Of Fighting to advertise bouts of former	3	Q. Mr. Silva, my name is Rory Skaggs from
4	UFC fighters?	4	Boies, Schiller & Flexner for Zuffa. I know it's
5	A. We haven't asked.	5	been a long day already, so I'm going to try to make
6	Q. Do you know if Ali ever asked?	6	this as quick as I can, but I do have a few questions
7	A. I don't know. He could have.	7	for you.
8	Q. So since you've been there, to your	8	Would you characterize World Series Of
9	knowledge, no one has asked?	9	Fighting's contracts with its athletes as long-term,
10	A. To my knowledge, I don't know that anyone	10	exclusive contracts?
11	has asked. But clearly, there's many emails, as you	11	A. I would characterize them as exclusive. I
12	pointed out today, that I haven't seen, so hard to	12	don't know how you would define long-term.
13		13	
14	Say.	14	Q. What is the normal term of World Series Of
		15	Fighting's contracts with its athletes? A. Generally, four fights and 20 to 24 months.
15 16	has allowed another promotion to utilize its footage?		
	1	16	Q. Would you characterize that term as
17	THE WITNESS: No, I'm not aware.	17	long-term?
18	MR. MAYSEY: I have no further questions.	18	A. No, I would not.
19	Thank you for your time.	19	Q. Are there benefits to the World Series Of
20	THE WITNESS: Thank you.	20	Fighting of having exclusive, multibout contracts
21	MR. SKAGGS: Take a quick break.	21	with its athletes?
22	THE VIDEOGRAPHER: Take a break?	22	A. Yes.
23	MR. SKAGGS: Yeah, quick.	23	Q. What are those benefits?
24	THE VIDEOGRAPHER: We are off the record.	24	A. It's the industry norm.
25	The time is 2:54 p.m.	25	Q. Is one of the benefits of having exclusive,
	195		197
1	(There was a recess taken.)	1	multifight contracts that you can see a return on
2	THE VIDEOGRAPHER: Back on the record. The	2	investment when you invest with a fighter and you
3	time is 3:12 p.m.	3	have some time with them to build them up?
4	MR. MAYSEY: I wanted to clear up an issue	4	A. Yes.
5	that we realized we had with Exhibits 16 and 17.	5	Q. And is another benefit of having exclusive,
6	Exhibit 16 is actually the first tab and is	6	multibout contracts that allows you to promote that
7	part of Exhibit 17, which would have been the second	7	athlete over a period of time?
8	tab. They were produced as the same document.	8	A. Yes.
9	MR. SKAGGS: Yeah, and actually, I'm	9	Q. Is another benefit of having an exclusive,
10	looking at the Bates, and it looks like 17 would	10	multibout contract with athletes to help with
11	actually have been the second, third, and fourth	11	scheduling in the sense that if a fighter gets
12	tabs.	12	injured, you have others on the roster who can fill
13	MR. MAYSEY: Yes.	13	in for them?
14	MR. SKAGGS: Okay.	14	A. Yes.
15	MR. MAYSEY: And I'll read off the Bates	15	Q. Are there benefits to the athletes in
16	labels.	16	having multibout contracts with World Series Of
17	Exhibit 16 is Bates-labeled WSOF004888.01.	17	Fighting?
18	And then, Exhibit 17, which is, as counsel	18	A. Yes.
19	says, is going to be the second, third, and fourth	19	Q. And what are those benefits?
20	tabs, is Bates-labeled WSOF004888.03.	20	A. Security.
21	WSOF004888.04.	21	Q. What do you mean by that?
22	That's it.	22	A. They know they're a pro. They know they're
23	MR. SKAGGS: Okay.	23	getting a paycheck for some period of time.
24	///	24	Q. So do you think they prefer to have a
25	///	25	multibout contract?
			- x-m x x x x x * *

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	202		204
1	A. Do they grant us?	1	Q. What do you mean by that?
2	Q. Is that part of the contract?	2	A. If you're on television from 8:00 to
3	A. For the fighter to grant World Series Of	3	10:00 at night, you're competing with everything else
4	Fighting the right?	4	that people could do from 8:00 to 10:00 at night.
5	Q. Right.	5	Anything. Live sport event, theater, television,
6	A. No. They don't have the right to give it	6	cable, broadband, pay services, Amazon, Netflix.
7	to us.	7	Q. Do you compete with other organizations to
8	Q. Okay. Because you own it?	8	sign MMA athletes?
9	A. Correct.	9	A. Yes.
10	Q. And you presumably would never grant the	10	Q. And when looking for athletes to sign, do
11	athlete those rights?	11	you look only for those athletes in North America, or
12	A. We do at times. If they need it for a	12	do you look around the world?
13	sponsor, a documentary, a movie, something like that.	13	A. Around the world.
14	Q. So you would give written permission for	14	Q. And are you competing to sign those
15	them to use it to for a specific purpose?	15	athletes against MMA promoters that are located only
16	A. Correct.	16	in North America or other promoters around the world?
17	Q. But ultimately, you would own the rights to	17	A. Both, but primarily North America.
18	that	18	Q. But there are some promoters around the
19	A. Correct.	19	world that you would compete with
20	Q intellectual property?	20	A. There's a few.
21	A. We're not giving them the rights, we're	21	Q. — to sign some athletes?
22	letting them borrow the rights. There's a big	22	A. There's a few around the world.
23	difference.	23	Q. Is there a large talent pool available from
24	Q. Why is it important that World Series Of	24	which World Series Of Fighting can sign MMA athletes?
25	Fighting retains those intellectual property rights?	25	A. Yes.
	203		205
1	A. An asset of the company.	1	Q. Do you think MMA promoters should be able
2	Q. It's an important asset?	2	to make their own business decisions about whether to
3	A. All assets are important.	3	co-promote bouts?
4	Q. Well, what makes these particular assets	4	A. Yes.
5	important?	5	Q. Do you think the term "elite professional
6	A. It's media. It's a it's a library, an	6	MMA fighter" is a subjective term?
7	asset of a media company, of a sports property, is	7	A. Yes.
8	the live footage is owned by the company.	8	Q. Are you aware of any sort of certification
9	Q. When broadcasting an event on television,	9	that an MMA athlete can get that certifies them as an
10	do you compete for television viewers?	10	elite professional MMA fighter?
11	A. Yes.	11	A. No.
12	Q. And are you competing only with other MMA	12	Q. Has the UFC blocked the World Series Of
13	, ,	13	Fighting from any inputs necessary to put on
14	competing with other sports and entertainment	14	successful MMA events?
15	programming for viewers?	15	A. No.
16	A. Competing with everything that's on	16	Q. Has the UFC done anything to impede your
17	television.	17	ability to compete with them?
18	Q. So not just sports and entertainment	18	A. No.
19	programming?	19	Q. Is MMA as big as the NFL?
20	A. Correct.	20	A. Not yet.
21	Q. Are you competing with anything other than	21	Q. And how are they different?
22	what is on television?	22	A. How are what different?
23	A. Yes.	23	Q. The NFL and MMA.
24	Q. What else would you be competing with?	24	MR. COUVILLIER: Objection, vague.
25	A. A pretty day.	25	THE WITNESS: You have to be a little more

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		1	
	206		208
1	specific about your question.	1	MR. MAYSEY: Can we stand and close it?
2	BY MR. SKAGGS:	2	THE VIDEOGRAPHER: I'm sorry. We're still
3	Q. Let's say financially, would you say	3	on the record. Go ahead, Counsel.
4	they're on the same playing field? No pun intended.	4	MR. MAYSEY: Yes. We will read and sign.
5	A. No. NFL is the biggest the biggest	5	We're going to reserve the right to
6	sport in America, undoubtedly. UFC, MMA, Bellator,	6	reconvene this deposition in the event additional
7	World Series Of Fighting combined in North America,	7	financial information is disclosed that we have not
8	along with all of the regionals, aren't as big as the	8	seen to date.
9	NFL.	9	MR. SKAGGS: Zuffa does not consent to that
10	Q. Okay. You mentioned earlier that	10	reservation of rights.
11	Ali Abdel-Aziz was a manager of MMA athletes at the	11	MR. MAYSEY: That's fine.
12	same time he was a senior vice president or whatever	12	MR. COUVILLIER: Neither do we.
13	his title was at World Series Of Fighting; is that	13	MR. MAYSEY: We are reserving our rights.
14	correct?	14	We don't anticipate we're going to have to call you
15	A. Is it correct that he managed athletes at	15	back, but we're not closing the deposition as of
16	the same time that he was working as a full-time	16	today.
17	contractor at World Series Of Fighting?	17	MR. WIDNELL: And just to be clear, we'll
18	Q. Right.	18	designate the entire I think we've already said
19	A. Correct.	19	this, but designate the entire transcript as highly
20	Q. Do you think that created the risk of a	20	confidential until we've had a chance to review
21	conflict of interest?	21	and
22	A. Yes. That's why it was the first thing	22	MR. SKAGGS: And you've had a chance to
23	that I did when I took over the organization was to	23	review.
24	change that.	24	MR. COUVILLIER: Well, I want him released
25	Q. And what was your why did you make that	25	from the subpoena, though. I mean, we're here, we've
	207		209
1	decision?	1	produced the documents. I think if you have the
2	A. Because it was a conflict of interest.	2	questions, he's prepared to answer whatever questions
3	Q. So Mr. Maysey introduced some emails	3	you may have that are left, but we will object and we
4	earlier from Mr. Aziz about releasing certain	4	will state that from our consideration, he has been
5	fighters.	5	relieved of the subpoena and has complied with it
6	Could you tell based on those emails	6	fully.
7	whether Mr. Aziz was acting in his capacity as a	7	MR. SKAGGS: And Zuffa agrees.
8	manager of fighters or an executive of the World	8	MR. MAYSEY: We do not, and we have stated
9	Series Of Fighting when he sent those emails?	9	our position for the record.
10	A. I could not tell from those emails.	10	But I appreciate that.
11	However, they were signed by him indicating that he	11	THE VIDEOGRAPHER: Okay. Are we off, then?
12	was with World Series Of Fighting.	12	We are off the record at 3:30 p.m.
13	Q. But you don't know for sure what he thought	13	(Time Noted: 3:30 p.m.)
14	his role was when he was making those decisions?	14	(Time Noted: 5.55 p.m.)
15	A. Yeah. I can't I can't answer what I	15	
16	thought was in Ali's head.	16	
17	Q. That's fair.	17	
18	A. Nobody could.	18	
19	MR. SKAGGS: I have no more questions.	19	
20	THE VIDEOGRAPHER: Do you have anything?	20	
21	MR. MAYSEY: No.	21	
22	THE VIDEOGRAPHER: This concludes today's	22	
23	deposition of Carlos Silva.	23	
24	The number of media used was three, and we	24	
25	are off the record at 3:28 p.m.	25	
1		1	

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Carlos Silva - HIGHLY CONFIDENTIAL - ATTORNEYS' EYES ONLY

	210		212
1		1	INSTRUCTIONS TO WITNESS
2	STATE OF)	2	
3) :ss	3	Please read your deposition over carefully
4	COUNTY OF)	4	and make any necessary corrections. You should state
5		5	the reason in the appropriate space on the errata
6		6	sheet for any corrections that are made.
7	I, CARLOS SILVA, the witness	7	After doing so, please sign the errata sheet
8	herein, having read the foregoing	8	and date it.
9	testimony of the pages of this deposition,	9	You are signing same subject to the changes
10	do hereby certify it to be a true and	10	you have noted on the errata sheet, which will be
11	correct transcript, subject to the	11	attached to your deposition.
12	corrections, if any, shown on the attached	12	It is imperative that you return the original
13	page.	13	errata sheet to the deposing attorney within thirty
14	r	14	(30) days of receipt of the deposition transcript by
15		15	you. If you fail to do so, the deposition transcript
16	CARLOS SILVA	16	may be deemed to be accurate and may be used in court.
17		17	
18		18	
19		19	
20	Sworn and subscribed to before	20	
21	me, this day of	21	
	, 2017.	22	
23	, 2017.	23	
22 23 24		24	
25	Notary Public	25	
	211		213
1	CERTIFICATE OF REPORTER	1	ERRATA
2	I, Cynthia K. DuRivage, a Certified	2	LKKNIN
3	Shorthand Reporter of the State of Nevada, do hereby	3	
4	certify:	4	
5	That the foregoing proceedings were taken	5	I wish to make the following changes,
6	before me at the time and place herein set forth;	6	for the following reasons:
7	that any witnesses in the foregoing proceedings,	7	for the following reasons.
8	prior to testifying, were duly sworn; that a record	8	PAGE LINE
9	of the proceedings was made by me using machine	9	CHANGE:
10	shorthand which was thereafter transcribed under my	10	
11	direction; that the foregoing transcript is a true	11	REASON: CHANGE:
12	record of the testimony given. I further certify I am neither financially	12	
13 14	interested in the action nor a relative or employee	13	REASON:CHANGE:
15	of any attorney or party to this action.	14	
16	Reading and signing by the witness was	15	REASON:CHANGE:
17	requested.	16	DEASON:
18	IN WITNESS WHEREOF, I have this date	17	REASON:CHANGE:
19	subscribed my name.	18	DEACON:
20	Dated: April 27th, 2017	19	REASON:CHANGE:
21			DEACON:
22		20 21	REASON:
23	CYNTHIA K. DuRIVAGE	22	
ر ک	CCR No. 451	23	WITNESS' SIGNATURE DATE
24	2 222 2 3 4	24	
25		25	

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